

To: Heller, Edmund G., Polanco, Fernando A., Marsh, Christopher J., Maney, F., Richards, M., Mitchell, Greg, Grossberg, S., Reidy, Gerald J., Dibenedetto, Charles A., Gambardella, Mark R., Brown, Greg, Lustig, Charlotte E., Lesniewski, Ronald J., Imbriano, Michael A., Roseto, Joan M., Cosgrove, Bradley J., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Frosina, Anthony, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., McCarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleardin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Reuter, Diane E., Fazio, Ronald A., Cruz, Harvey

From: Orourke, Rory

Posted: 11/12/97 17:11

Opened: 11/13/97 8:41

Subject: Salem Name Generation Cards

Good letter Rory!
angm
R

Dear Ladies and Gentleman:

Attached is the updated tally of Salem Name Generation Cards you have submitted for the Salem Party. To date, we have received 1,143 cards. As you know, that translates into \$1,143.00.

THE TOP 5 "GENERATORS" are:

Margaret Hansen - Brooklyn	78369
Art Lipson - Brooklyn	60853
Ron Segelke - Nassau	55533
Peter Fusco - Nassau	77448
Veronica Azzara - Queens	77307

67
VM 2: DM
VM sent Thursday
Must

orry, Al Finklestein, but you were two short of making the TOP 5 list.

Tally by Division:

116 ROU

130	125 - Jersey City
176	107 - Yonkers
384	222 - Nassau
173	135 - Manhattan
348	279 - Brooklyn
76	63 - North Jersey
265	212 - Queens

Nice going, but we need more. That measly \$1,143 isn't enough to give the ROU a party let alone the entire region.

Some of you have not sent in any cards yet. DO NOT HOLD ONTO ANY CARDS. We need them as soon as you get them. The sooner we get the cards, the sooner these consumers get a mailing from the Salem Group. And, the sooner the Salem Group mails out an offer to our consumers, the more sales and PROFIT we make.

Lets go over the rules again:

- >> competitive menthol smokers (preferable Newport)
- >> between the ages of 21 and 34 (older smokers are certainly welcome, they just don't count for this program)
- >> Make sure the card is filled out completely. (age, signature, usual brand must be listed)
- >> mail to the ROU weekly. Don't hold onto any cards.
- >> The cut off date has not been decided yet, but it could happen with little notice.

Did you ever stop and consider that MONEY and SALEM are the same color.

Coincidence . . . I think not!

Rory

51854 0429

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Guaneri, James,
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Griffin, Shawnda
DDA:MSMAIL=RJRWS/RJRPO4/KERIGAJ; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/MALLOYS; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/WILLARY; O=RJREM; P=WSX400; A=RJR; C=US

51854 0430

Salem - Name Generation Cards

Name	Division	11/11/97				
Margaret Hansen	Brooklyn	60				
Art Lipson	Brooklyn	58				
Al Finkelstein	Brooklyn	40				
Jeffrey Watson	Brooklyn	28				
Mel Krivoshey	Brooklyn	22				
Wallace Colclough	Brooklyn	21				
Danny Many	Brooklyn	16				
Hector Cabrera	Brooklyn	13				
Joan Acevedo	Brooklyn	11				
Melanie Gray	Brooklyn	10				
John F. Reilly, III	Jersey City	32				
Sean Cleardin	Jersey City	20				
Mike Meeker	Jersey City	19				
Ellen Dogali	Jersey City	17				
Charles Dabaghian	Jersey City	10				
Michael Imbriano	Jersey City	10				
Manish Vora	Jersey City	10				
Henry Valderrama	Jersey City	7				
Al Perez	Jersey City	0				
Joan M. Roseto	Manhattan	26				
Randi Gralla	Manhattan	21				
Juan Dominguez	Manhattan	14				
Hamilton Lantigua	Manhattan	14				
Lydell Thompson	Manhattan	14				
Charlotte Lustig	Manhattan	10				
Aaron Kim	Manhattan	10				
Michael Milillo	Manhattan	10				
Kevin Lesler	Manhattan	9				
Chris Fabris	Manhattan	7				
Christopher Marsh	Manhattan	0				
Ron Segelke	Nassau	55				
Peter Fusco	Nassau	47				
Howard Schiller	Nassau	36				
Joe Connolly	Nassau	22				
Richard Sorrentino	Nassau	18				
Tom McCarthy	Nassau	17				

51854 0431

Salem - Name Generation Cards

Name	Division	11/11/97				
Diane Reuter	Nassau	14				
Kevin O'Hare	Nassau	13				
Bernadette Impellizzeri	North Jersey	16				
Gerard Reidy	North Jersey	15				
Mike Cobucci	North Jersey	14				
Ron Lesniewski	North Jersey	10				
Dan Harrington	North Jersey	8				
Edmund Heller	North Jersey	0				
	North Jersey	0				
John McNish	North Jersey	0				
Veronica Azzara	Queens	42				
Marty P. Perskin	Queens	37				
Jimmy Li	Queens	24				
Nikki Ferrick	Queens	21				
Laura Cafaro	Queens	19				
Harold Weinman	Queens	14				
Harvey Cruz	Queens	12				
Joe Radtke	Queens	11				
Russ Backer	Queens	11				
Clyde Smith	Queens	10				
Ron Fazio	Queens	9				
Johnathan Colon	Queens	2				
Brad Cosgrove	Yonkers	20				
Roy Haynes	Yonkers	17				
Anthony Frosina	Yonkers	15				
Richie Wendelken	Yonkers	12				
Jim O'Neil	Yonkers	12				
Peter Santaniello	Yonkers	11				
Sam Shlimoun	Yonkers	10				
Ken King	Yonkers	10				
Fernando Polanco	Yonkers	0				

51854 0432